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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/ 2018

BAC7064 - ENTREPRENEURSHIP
(MACC Weekend)

20 AUGUST 2017
10.00A.M – 1. 00P.M
(3 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of **THREE (3)** pages (including the cover page).
2. Answer **ALL** questions.
3. The marks for each section are given in the question paper.
4. Please write your answers in the Answer Booklet provided.

QUESTION 1

It is obvious that the importance of entrepreneurship is recognized, supported and nurtured by the almost all governments across the world and in particular by the Malaysian government.

This is evidence by the effort in Entrepreneurial Development Programs to take advantage of the significance of entrepreneurial activities in driving and sustaining the market economy.

Identify and sufficiently explain, citing relevant example(s), the THREE (3) influence of entrepreneurship to the market economy.

(15 Marks)

QUESTION 2

A friend consulted you to help her initiate an entrepreneurial venture. Using the first Business Cycle Stage (BCS), which is the "Pre-seed, Seed and Start-up" stage discussed in class, offer your advice as to what it takes to undertake and implement the following processes.

- a. How to assess her Entrepreneurial Potential to ensure that she has the characteristics, aptitude and relevant background so as to increase her chance of success?

(4 Marks)

- b. How to validate that her business idea as having the FOUR (4) essential qualities that the idea is indeed an opportunity?

(10 Marks)

- c. Explain to her each of the FOUR (4) areas of Feasibility Analysis, and why they are very important at the Opportunity Evaluation stage.

(16 Marks)

- d. Explain to her on the need to have a Business Plan by identifying the contents of a generic conceptual business plan.

(10 Marks)

- e. Finally, describe to her what a Business Model Canvas (BMC) is, and how BMC helps her manage her business effectively.

You are to explain to her all the NINE (9) elements of the BMC, and their significance to the business venture.

(20 Marks)

Continued...

QUESTION 3

As entrepreneurial ventures progressed in their objective of seeking and creating wealth, it is inevitable that they must consistently grow to sustain. However, different entrepreneur may be motivated to grow by different reasons and perspective, and at the same time are faced with numerous challenges.

- a. Identify and sufficiently explain at least **THREE** (3) reasons why a firm will want to pursue growth.

(9 Marks)

- b. Discuss the issues on the day-to-day challenges of a growing firm and how can Corporate Entrepreneurship affect this phase of the business cycle process?

(16 Marks)

End of paper